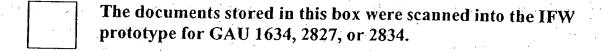
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BuildersSourceBook.com, neHomePage.com, ldersDepo.com

xecutive Summary:

OLA, Inc.s unique new business plan: Taking the Home Builder / Home Buyer Selection of "standards" & "extras" into the virtual world of ecommerce.

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The Old Way Vs. The OLA Way:

Old way: Visit the builder (showroom-if any, after the home purchase Contract), to make dozens of un-related selections to piece together Builder, Buyer, products, venders, Job – Site, Etc.

<u>OLA way</u>: One stop coordination: management, purchasing, tracking, service, Etc. An EZ new virtual Showroom promoting the design, selection and fulfillment process with more and Better Standards & Extras. Boost sales in a 24/7 "showroom". Fix the current builder fulfillment market.

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Build It:

- ◆ Combination B-2-B (Builder 2 Supplier), B-2-C (Builder to Customer) and B-2-M (Builder to Manufacturer) data base.
- ♦ On-Line Showroom for point of purchase product promotion, Q&A, design, & Selections.
- ♦ 24/7, selections, payments, P.O., job-site tracking & contract management.
- ◆ Expand it to cover all coordination and communication from contract to closing to post-closing service, warrantee and extras.

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Data Base for E-Biz & Tracking:

Buyers:	Selections:	Manufacturers:
HomeHomePage.com NewHomeBuyers.com NewHomeSourceBook.com HomeOnLineAssistant.com NewHomeOnLineAssistant.com	Virtual Showroom On Line BuildersDepo.com HomeBuildersChoice.com HomeBuyersChoice.com ExtrasSelections.com	For Example Only: Appliances: GE, Whirlpool Cabinets: KDA, Canac, Plumbing: Kohler, Moen Windows: Hurd, Windsor,
BuyersExtrasCenter.com	BuyersExtrasCenter.com	Flooring: Manangton, Formica
Builders: NewHomeSourceBook.com Home	OLA, Inc. The Company On Line Assistance Customer Service NewHomeOnLineAssistant.com BuilderOnLineAssistant.com OnLineAssistant.com 1-800-Not-Bull	Venders: For Example Only: Appliances: Abt, Sears, Cabinets: Plumbing:

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Benefits:

Buyer: 1.) Shop-at-home, - 2.) 24/7 Showroom,

- 3.) Virtual Design Center, 4.) EZ Selections & Forms,
- 5.) Pre-Purchase Standards & Extras pre-view,
- 6.) 3rd Party "standards" & "extras" 7.) Fair Pricing,
- 8:) Guarantee & Warrantees up-front & post closing,
- 9.) Communications "hub" for buyer, designer, builder, product info and even family & friend.

<u>Builder:</u> 1.) Boost Extras, 2.) Cut Staff, 3.) Cut sales office Cost, 4.) Inventory Control, 5). P.O. to Job-Site help.

<u>Vender/Manufacturer</u>: 1.) Reach buyers, 2.) Market Info, 3.) All of the above - ease of process.

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Conclusion: Let's Change The World...

A new OLA way to market and select products at the point-of-new-home-purchase – The Virtual Builder Showroom.

A new OLA way to coordinate new home standard and extra products between buyer, builder, vender and manufacturer – E-Biz.

A new OLA way for promotion to meet buyers and for their choices to be known.

A new OLA e-standard for fractioned industry.

For more information....See next slide

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